

Bristol Bay Final Report
External Communications and Media Rollout Plan
DRAFT—FOR INTERNAL USE ONLY

July 17, 2014

FOR QUESTIONS OR EDITS, CONTACT:

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Questions for Management:

Who are our primary spokespeople for news conference and reporter questions? Decision: Dennis only. Will Arvin have a roll in talking with the press at this time? Mostly no. Possibly on background in a pinch.

When and what to embargo to press and to whom? Decision: Advance on embargo to AP in Juneau Thursday afternoon, offer a Dennis interview on background. Recommend sending PD, Exec. Summary, news release and fact sheet

Who makes congressional and stakeholder calls? Decision: OCIR and Bill Dunbar have a plan for calls.

Will we provide a more detailed press briefing or webinar for tribes following the roll out? Decision: we may extend the press call time for more detailed discussion if desired. A call will be set up for tribes Friday afternoon.

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Attachments (revised drafts will be attached day before launch)

- **Internal FAQs**
- **Media Advisory**
- **Press Release**
- **Web content: <http://www2.epa.gov/bristolbay>**
- **Fact sheet**

Spokespersons

Dennis McLerran, EPA Region 10 Administrator
Tom Reynolds, Marianne Holsman, Hanady Kader, EPA Public Affairs

External Communications Hourly Plan

NOTE: TIMES REFLECTED ARE PACIFIC AND EASTERN (THERE IS A 4-HOUR TIME DIFFERENCE BETWEEN AK AND DC)

DATE/TIME	TASK	WHO	DONE
PRE-RELEASE			
July 14 9:00am/noon	Conf. call to finalize details of the roll out plan, strategies, tactics, roles and responsibilities.	Marianne, Hanady, Liz, Alisha, Arvin	
July 14 – 16	Prep. all web items, public hearing registration, fact sheet, scrub existing web content	Charles, Judy, Hanady	
July 16 10:00/1:00pm	Finalize materials: PD, Exec. Summary, Overview, press release, key messages, internal FAQs, web content, Dennis' remarks	Marianne, Hanady, Tom, Dennis, Rick, Palmer	
July 17 2:00/5:00 pm	Final management call on details for Friday roll out	Dennis, Arvin, Marianne, Rick, Palmer, Hanady, Tom, etc.	
July 17 3:00/6:00 pm	Embargo press release to Becky Bohrer at AP Juneau and background interview w/Dennis to follow	Hanady, Marianne, Dennis	
DAY OF RELEASE			
July 18 5:00 am/8:00am	Notification to Pebble Partnership <ul style="list-style-type: none"> • CEO Tom Collier, Chairman, John Shively • Peter Robertson 	Arvin calls Robertson	
July 18 5:00 am/8:00am	GOVERNMENT LEADERSHIP CALLS Notification to following state and federal agency leaders: <ul style="list-style-type: none"> • JoEllen Darcy, Assist. Secy. of Army (Civil Works) • Colonel Christopher Lestochi, USACE Alaska District Ex. 6 PII • Larry Hartig, Alaska Dept. of Environmental Conservation Ex. 6 PII • Joe Balash, Alaska Dept. of Natural Resources Ex. 6 PII • Alaska Attorney General's office 	Arvin calls JoEllen, Dennis emails all others at 5:00 am with official email notice, then calls later in the morning Cara or OGC?	
July 18 5:00am/8:00am	NGO, OTHER ORGANIZATIONS CALLS <ul style="list-style-type: none"> • Trout Unlimited • NRDC • Bristol Bay United • Fishing NGOs • BBNC 	Arvin calls D.C. reps. early, Dennis, Bill call West Coast reps. later in morning.	
July 18	TRIBAL EMAILS/CALLS <ul style="list-style-type: none"> • Call to 15 tribal leaders, corporations, 	Rick, Tami Dennis does	

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5:45am/8:45am	<p>organizations and send email with notice of action</p> <ul style="list-style-type: none"> • Nuna Resources • United tribes of Bristol Bay • BBNC • Alaska Peninsula Corporation – Trefon A. • Iliamna Development Corp. – Lisa R. • BBNA • Nunamta Aulukestai • United Tribes of Bristol Bay 	BBNC	
July 18 5:45am/8:45am	<p>Federal Agency EMAILS/CALLS</p> <p>USFWS: Regional Director Geoffrey Haskett Alaska Regional Office Phone: (907) 786-3309</p> <p>USFWS field supervisor Socheata (Soch) Lor 907-271-2787</p> <p>NOAA Fisheries: James W. Balsiger, Ph.D. Administrator, Alaska Region (AKR) Phone: 907-586-7221 Secretary: Mary Goode</p> <p>NPS: Joel Hard, Acting Regional Director (907) 644-3510</p> <p>USGS: Regional Director, Alaska, Leslie Holland-Bartels (Anchorage, AK) (Alaska and Volcano Science Center) 907-786-7055</p>	Dianne and Tami?	
July 18 5:15am/8:15am	Begin posting PD and supporting documents to web	Charles	
July 18 5:45am/8:45am	***Issue media advisory and news release re: news conference/press call***	Marianne/HQ public affairs	
July 18 5:45am/8:45am	<p>Send press release to federal PIOs:</p> <ul style="list-style-type: none"> • USGS: Anne Berry-Wade, DC, abwade@usgs.gov, 703-648-4483 • USACE: public.affairs3@usace.army.mil • USFWS: Maureen Clark, AK, Maureen_Clark@fws.gov, (907) 786-3469 • NOAA: Julie Speegle, AK, julie.speegle@noaa.gov 907-586-7032 • NPS: John Quinley, AK, akr_info@nps.gov, 907-644-3512 	Marianne/Mark regional, EPA HQ press office to DC counterparts	

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	<ul style="list-style-type: none"> • BLM: Artealia Gillard, AK, agilliard@blm.gov, (907) 271-4418 • 		
July 18 5:45am/8:45am	Send press release to state PIOs: <ul style="list-style-type: none"> • ADEC: Ty Keltner, ty.keltner@alaska.gov, 907-465-5009 • ADNR: Elizabeth Bluemink, elizabeth.bluemink@alaska.gov, (907) 269-8434 • Governor's office? 	Marianne/Mark	
July 18 5:45am/8:45am	Update social media channels (@EPAnorthwest, Twitter, EPA facebook)	Judy, Jeff P.	
July 18 8:00 am/11 am 11am/2 pm	*** News Conference Calls ***	Dennis, Palmer, Marianne, Bill, Tom, Arvin	
July 18 8:00am/11am	Send email listserv to Bristol Bay group	Judy	
July 18 2 pm/5 pm 3:30 pm/6:30pm	Tribal government teleconference ANCSA Teleconference call	Tami, Rick	
POST-RELEASE			
	Brief members of Congress, agency heads, outside groups who request it	Bill, Rick, Dennis	
	Congressional committee staff briefings	Palmer	
	CWA 404c "101" and PD details for reporters	Palmer, Hanady	
	Tribal webinar	Rick, Tami	

Key Audiences for Rollout

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Members of Congress and Congressional Committees
- Federal agencies (USFWS, NOAA, NPS, USGS, USACE)
- Pebble Partnership
- Local media including editorial boards
- National media including editorial boards
- National groups (jewelers orgs, chefs orgs)
- Alaska governor and state government
- Alaska state government agencies (ADFW, ADEC, ADNR)
- Fishing NGOs
- Environmental NGOs
- Mining organizations and interests

Communication Resources

- Press release and media advisory
- Media conference call

- Dennis' remarks
- Social Media
- Internal FAQs
- CWA 404 Section C fact sheet
- Preliminary Determination, executive summary and overview documents
- Website: www.epa.gov/region10/bristolbay
- Listserv
- E-Mail: R10BristolBay@epa.gov
- Fact sheet
- Draft Op Ed
- Talking points for notification calls

EPA Communications and Management Contacts

<u>Communications Contacts</u>	
Marianne Holsman, Region 10 Public Affairs Director Desk: 206-553-1237 Work cell: 206-450-5895 Holsman.marianne@epa.gov	Tami Fordham, Region 10 Alaska Tribal Coordinator Desk: 907-271-1484 Fordham.tami@epa.gov
Hanady Kader, Region 10 Media Relations & Communications Coordinator Desk: 206-553-0454 Work cell: 206-225-8127 Kader.hanady@epa.gov	Bill Dunbar, Region 10 Senior Policy Advisor Desk: 206-553-1019 Work Cell: 206-245-7452 Dunbar.bill@epa.gov
Judy Smith, Region 10 Community Involvement Desk: 503-326-6994 Personal cell: Ex. 6 PII Smith.judy@epa.gov	Tom Reynolds, EPA Associate Administrator, External Affairs 202-566-0717 Reynolds.Thomas@epa.gov
Charles Bert, Region 10 Webmaster Desk: 360-753-8073 Bert.charles@epa.gov	Travis Loop, EPA Headquarters Office of Water Communications Director Desk: 202-564-0183 Loop.travis@epa.gov
<u>Management Contacts</u>	
Rick Parkin, Senior Management Lead Desk: 206-553-8574 Work Cell: 206-331-2547 Parkin.richard@epa.gov	
Margo Young, Project Manager Desk: 206-553-1287 Young.margo@epa.gov	
Palmer Hough, EPA headquarters Office of Water Desk: 202.566.1374 Hough.palmer@epa.gov	

Media Outlets

National Outlets	Local Outlets
Associated Press Becky Bohrer (Juneau) bbohrer@ap.org <div data-bbox="139 547 537 584">Ex. 6 PII</div> apanchorage@ap.org apjuneau@ap.org	Anchorage Daily News Lisa Demer, reporter ldemer@adn.com <div data-bbox="807 547 1008 584">Ex. 6 PII</div> Frank Gerjevic, Editorial writer fgerjevic@adn.com
Bloomberg/Reuters Yereth Rosen <div data-bbox="139 821 412 864">Ex. 6 PII</div>	Alaska Public Radio Network Daysha Eaton deaton@alaskapublic.org Steve Heimel sheimel@aprn.org <div data-bbox="807 1000 1000 1037">Ex. 6 PII</div>
Greenwire Manuel Quinones <div data-bbox="139 1134 529 1170">Ex. 6 PII</div> mquinones@eenews.net	KDLG Radio, Dillingham Dave Bendinger dave@kdlg.org <div data-bbox="807 1177 1021 1213">Ex. 6 PII</div> mike@kdlg.org <div data-bbox="807 1267 1235 1310">Ex. 6 PII</div>
Frontline Blaine Harden <div data-bbox="139 1414 423 1483">Ex. 6 PII</div>	The Fishermen's News Margie Bauman <div data-bbox="807 1414 1183 1532">Ex. 6 PII</div>
Outside Magazine Tim Sohn <div data-bbox="139 1629 521 1688">Ex. 6 PII</div>	McClatchy Sean Cockerham scockerham@mcclatchydc.com <div data-bbox="807 1651 1070 1694">Ex. 6 PII</div>
Wall Street Journal Tracy Tennille <div data-bbox="139 1802 488 1839">Ex. 6 PII</div> Tennille.tracy@wsj.com	KUOW Radio, Seattle Ashley Ahearn desk: 206 616 5708 <div data-bbox="807 1834 1096 1871">Ex. 6 PII</div> aahearn@kuow.org
IntraFish Josh Stilts 206-282-3474 Ext. 21	OPB, David Steves dsteves@opb.org

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NPR – Here and Now Kathryn Gorman <div>Ex. 6 PII</div> klgorman@bu.edu	Brooke Binkowski, independent journalist <div>Ex. 6 PII</div>